



“What Are Our MWR Customers Telling Us?”



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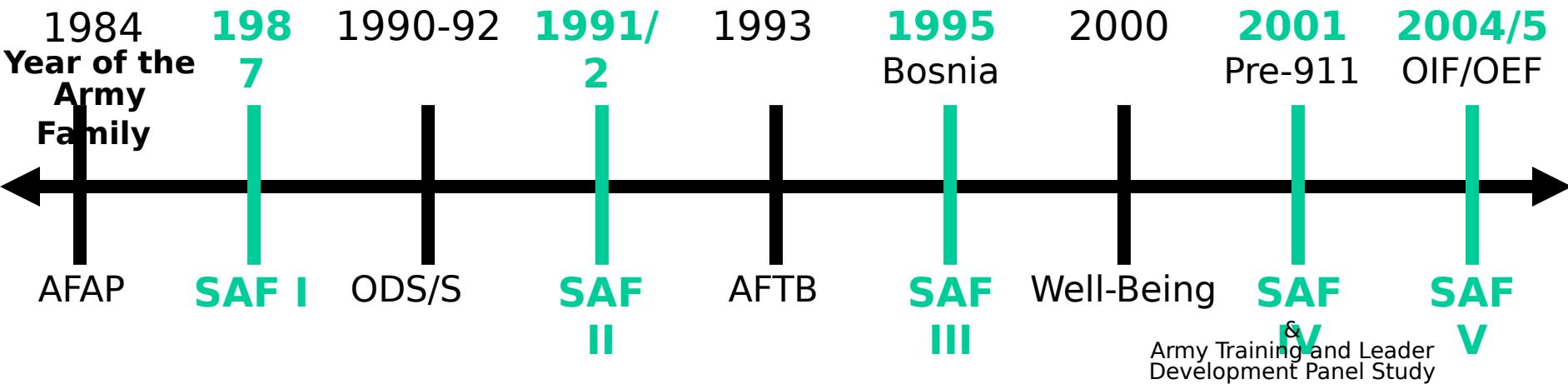
- **SAF V: Deployment & QOL / Well Being**
- **LNS & SAF V: MWR Programs**
- **LNS & SAF V: Sources of Information on MWR**
- **Future Research: LNS, SAF & SSMP**
- **MWR Research WEBSITE**



Deployment & QOL / Well Being



Background, Methodology, Highlights



Methodology

- 43% response rate
- Usable responses from a total of 24,793 spouses of Active component Soldiers (8,988 officers and 15,805 enlisted)
 - 8,612 (spouses of currently deployed Soldiers (CD) (weighted = 38,132 spouses)
 - 7,566 spouses of Soldiers who have deployed and returned (DR) (weighted = 40,852 spouses)
 - 8,615 spouses of Soldiers who have not deployed (ND) (weighted = 139,551 spouses)
- Responses weighted to represent the Army population

• Sampling error for the survey results is +1 percentage point for the total sample and sub-

Key Findings

- 70% of all spouses think their family has adjusted well to the demands of being an "Army family" (66% CD; 65% DR; 73% ND)
- 57% overall are satisfied with the Army as a way of life (50% CD; 50% DR; 61% ND)
- 70% overall "Got along" well while their Soldier spouses are away (no difference by deployment status)
- 82% overall are satisfied with their marriage, 10% are neutral, and 8% are dissatisfied.
- 79% overall have dependent children living with them and the Soldier. 43% of deployed Soldiers have children 2 years of age and younger. Deployed Soldiers are least likely to have adolescent children.



2004/5 Survey of Army Families V



Survey Topics

- 1. Your Housing and Family Relocation**
- 2. Family Separations and Deployments**
- 3. Your Spouse's Most Recent Deployment**
- 4. Post-Deployment**
- 5. The Army and You**
- 6. Your Background**
- 7. Your Children**
- 8. Your Paid and Volunteer Work**
- 9. Your Army Spouse's Background**
- 10. Health Care**
- 11. Army Services**
- 12. MWR Recreation Programs**
- 13. Other MWR Programs and Installation Services**
- 14. The Army Way of Life**



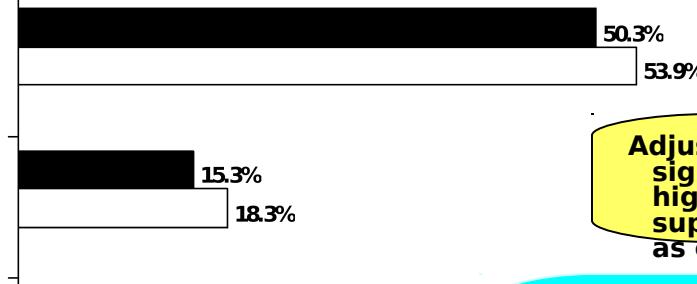
Coping with Spouse's Absence

How well are you coping with your spouse's absence OR did you cope during your spouse's recent deployment?

Successful family adjustment is highly related to the quality of the marriage before and after the reunion (Orthner).

Very well/Well

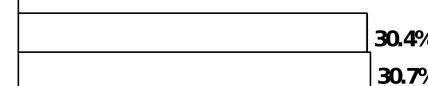
Poorly/Very poorly



How much of a problem would you have coping if your spouse had to go away on an Army assignment, such as a redeployment, for ...

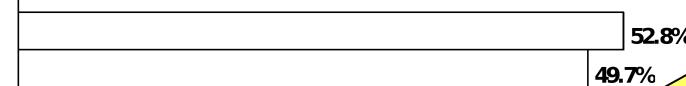
PERCENT VERY SERIOUS/SERIOUS PROBLEM

7 - 12 months

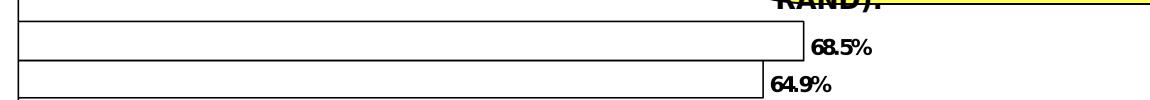


FRGs and RDCs have a crucial role in the communication link.

over a year



a mission overseas of undetermined length



■ Currently Deployed
□ Deployed & Returned
□ Not Deployed

Adjustment to a recent deployment is significantly higher among spouses with higher levels of perceived unit leader support, a helpful FRG, and AFTB rated as effective (Orthner)

- 2%-11% of spouses have a serious problem with deployments of less than 1 month up to 3-6 months
- Spouse satisfaction with information on unit rotation policies (length of deployments) is low (20% DR, 25% CD).

Spouse satisfaction with Army life is critical to Soldier retention. It is driven by predictability and satisfaction with leader support and concern especially in the Soldier's unit (WRAIR, ARI, RAND).

SE +/- 1%

0%

20%

40%

60%

80%

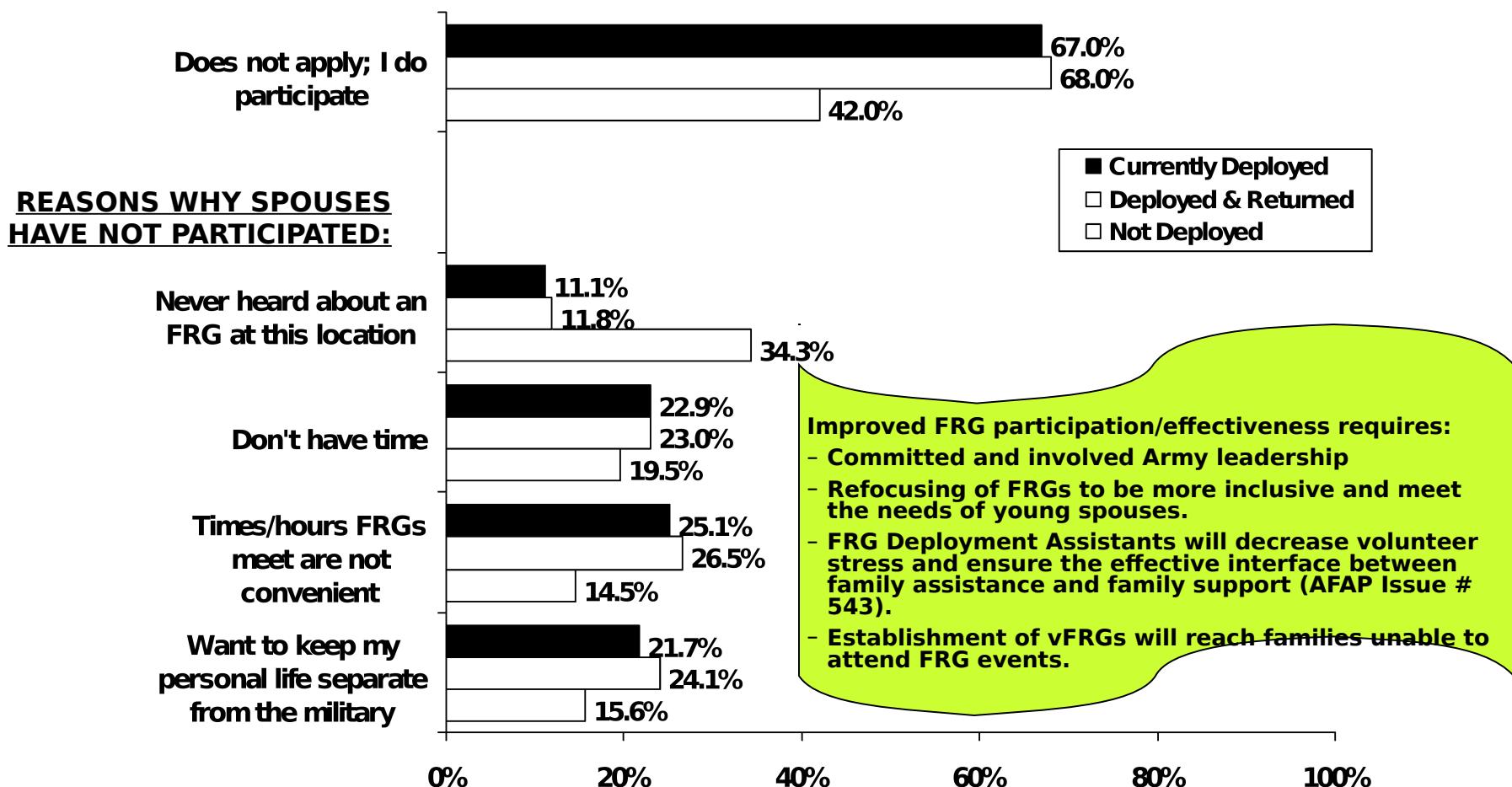
100%



2004/5 Survey of Army Families V

During the last 12 months, why have you NOT participated in an FRG?

(All spouses)



SE +/-1%



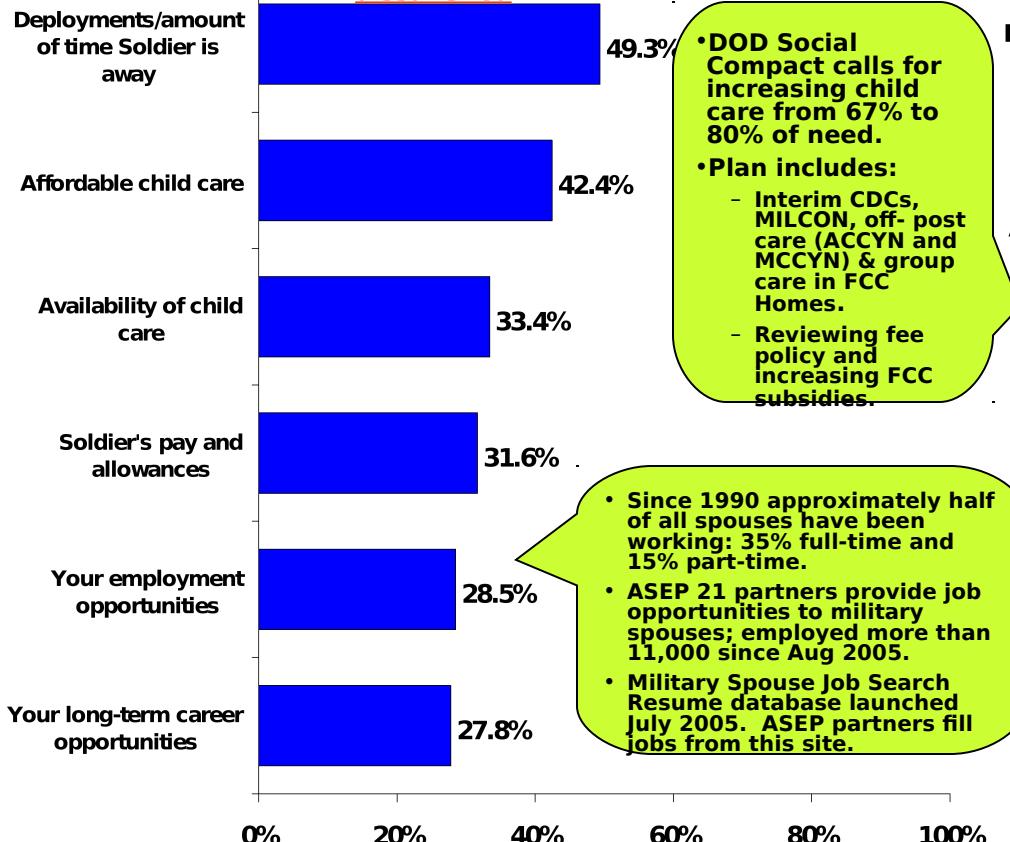
Survey of Army Families V: Army Demands & Way of Life



To what extent are you and your Soldier spouse satisfied or dissatisfied with each of the following aspects of Army life? (All spouses)

SAF V 2004/5 Combined

Percent dissatisfied/very dissatisfied



- DOD Social Compact calls for increasing child care from 67% to 80% of need.

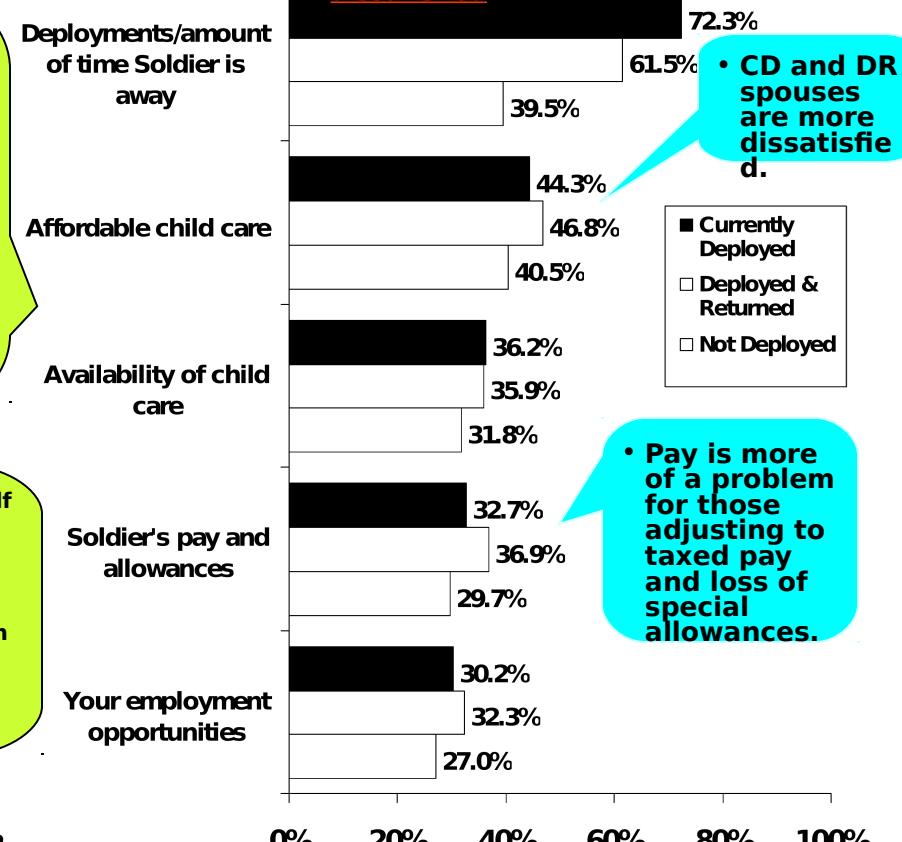
- Plan includes:

- Interim CDCs, MILCON, off-post care (ACCYN and MCCYN) & group care in FCC Homes.
- Reviewing fee policy and increasing FCC subsidies.

- Since 1990 approximately half of all spouses have been working: 35% full-time and 15% part-time.
- ASEP 21 partners provide job opportunities to military spouses; employed more than 11,000 since Aug 2005.
- Military Spouse Job Search Resume database launched July 2005. ASEP partners fill jobs from this site.

SAF V 2004/5

Percent dissatisfied/very dissatisfied



- CD and DR spouses are more dissatisfied.

■ Currently Deployed
□ Deployed & Returned
□ Not Deployed

- Pay is more of a problem for those adjusting to taxed pay and loss of special allowances.

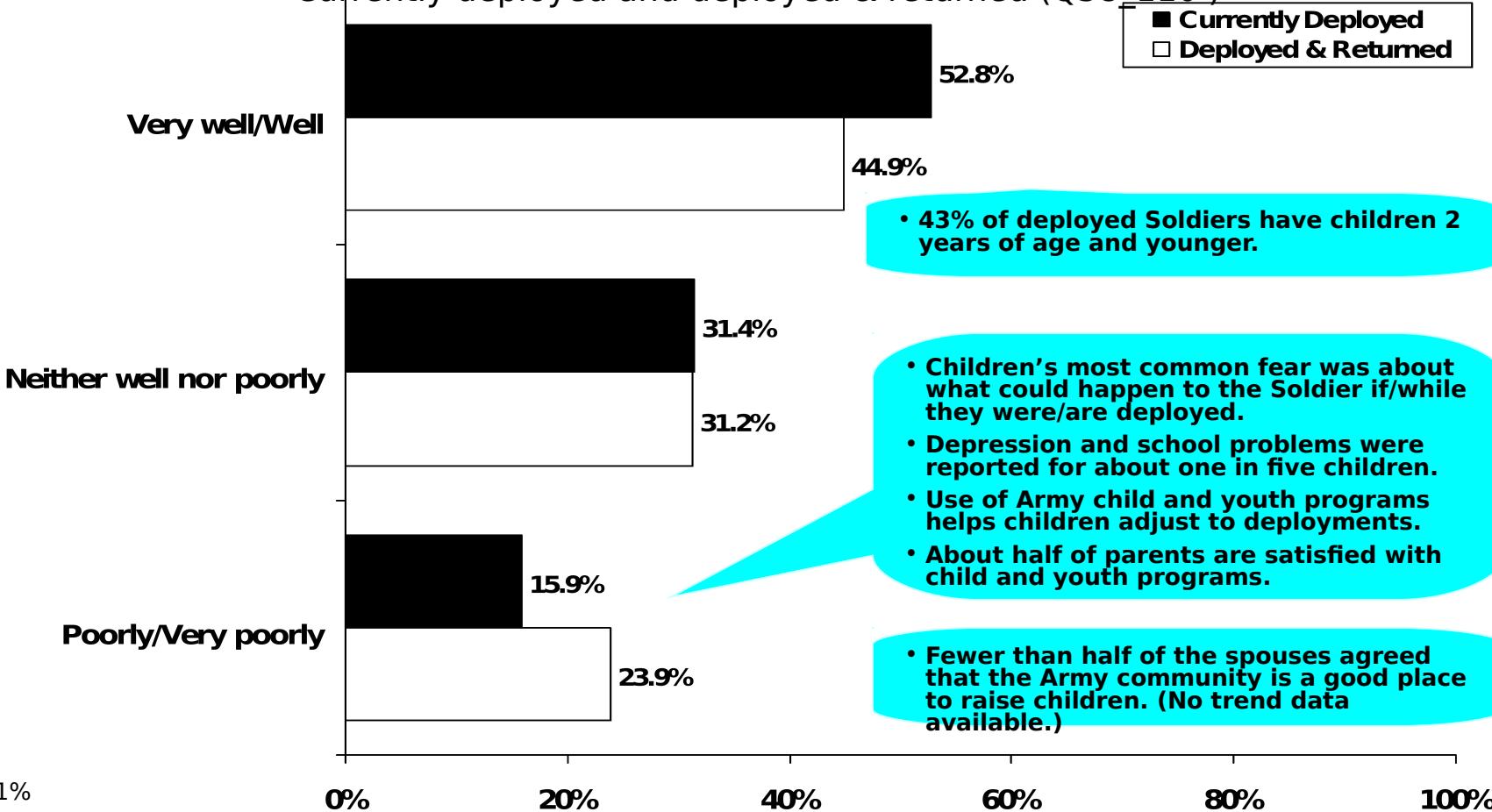


Survey of Army Families V: Deployment



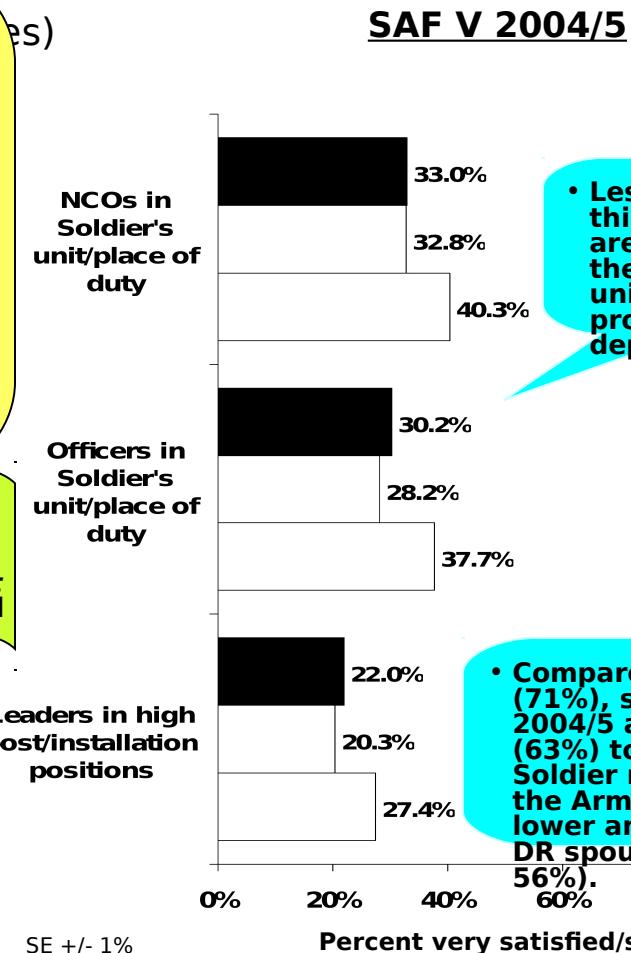
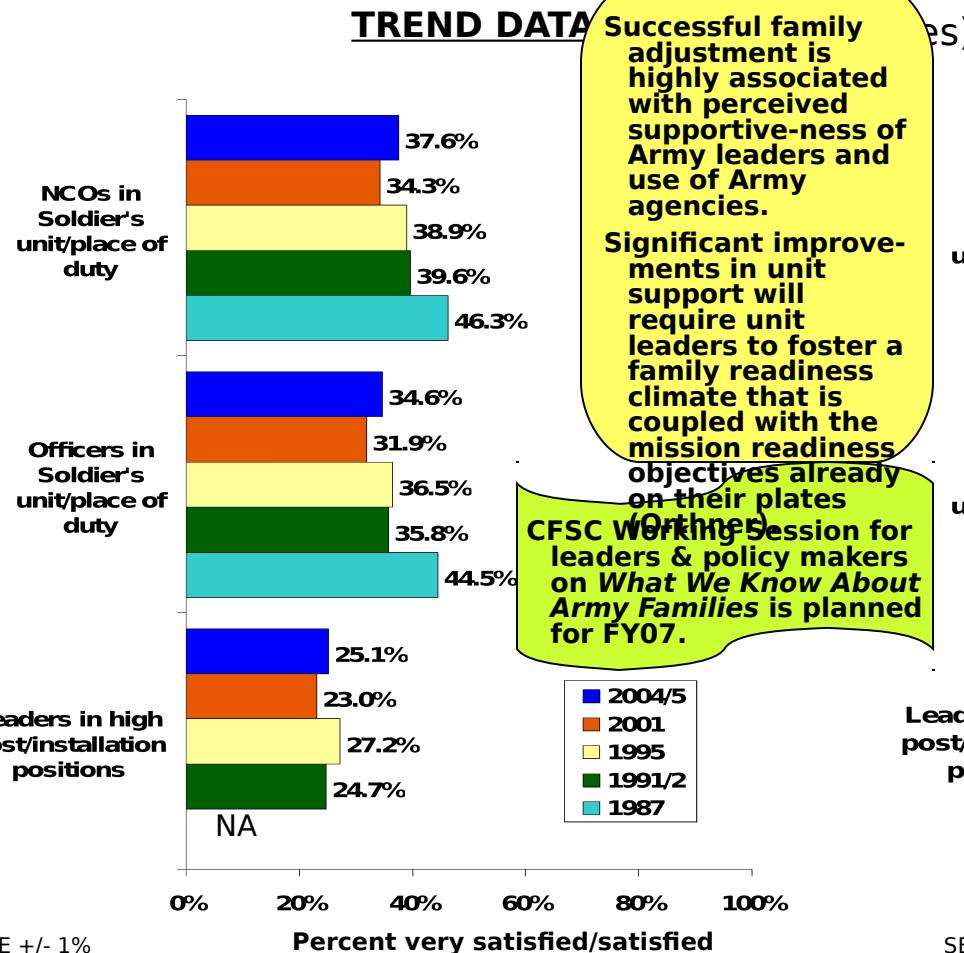
In general, how well is your oldest dependent child coping OR how well did your oldest dependent child cope with your spouse being deployed and away from home?

Currently deployed and deployed & returned (Q58_110)





How satisfied are you with the support and concern the following Army leaders show for your family?





Recommended Actions to Improve Deployment and Separation Adjustments

- **Stress family readiness in leadership development courses at all levels; include successful strategies for engaging families and providing support to them.**
- **Maximize predictability by providing spouses accurate and timely information about unit duty schedules, mission, and family assistance, especially during periods of deployment separation.**
- **Sustain/increase child care support to include care for working families and respite care during deployment/ separation periods.**
- **Increase awareness, accessibility, and helpfulness of Army support agencies and programs.**
- **Promote opportunities for married couples to spend time together and strengthen their relationships.**
- **Build effective networks of spouses for support and combating loneliness/isolation.**



In-Depth Analyses to Date

Social Support Adjustment Among Army Civilian Spouses. Having fun and getting physically fit are the most common reasons for MWR participation. More frequent use of MWR is related to higher levels of positive spouse adjustment.

Deployment and Separation Adjustment Among Army Civilian Spouses. Successful adjustment is highly associated with perceived supportiveness of Army leaders and use of Army agencies.

Adjustment of Army Children to Deployment Separations. About half of Army children cope well with deployments.

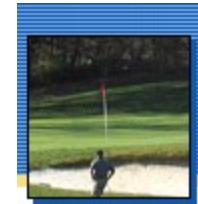
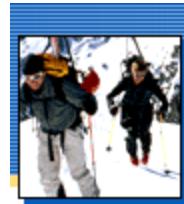
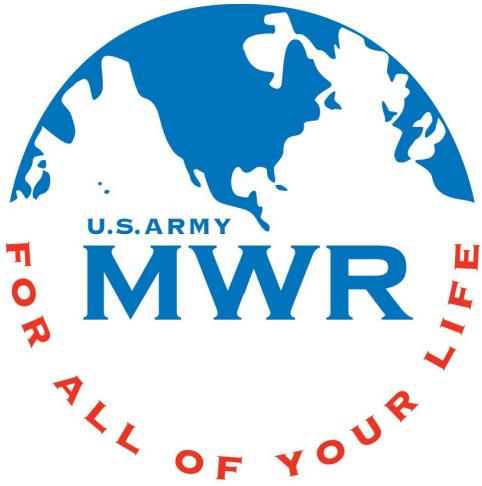
Reunion Adjustment among Army Civilian Spouses with Returned Soldiers. Support for families from unit leaders and support programs during deployment is rated as weak to poor.

Army Support Programs and Civilian Spouse Deployment Adjustments. Health care is the most widely used service during deployment (79%) followed by recreation (42%), CDS (29%), ACS (23%) and Chaplains and FAC (17%).



LNS & SAF V

MWR Programs



U.S. Army 2005 MWR Leisure Needs Army-wide Survey Results

Briefing Presented to Army MWR Professionals

MWR Conference 2006 - Louisville, Kentucky

14 August 06

METHODOLOGY

2005 LNS Army Results

PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)



SURVEY ADMINISTRATION

- Percent completing survey via the Web by patron group and for all respondents:
 - Active Duty Soldiers: 34%
 - Spouses of Active Duty Soldiers: 40%
 - DA Civilians: 48%
 - Retirees: 27%
 - All Respondents: 37%

METHODOLOGY

2005 LNS Army Results

I SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Spouses of Active Duty (CONUS only)
 - Civilian Employees
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

| | <u>Survey Population</u> | <u>Surveys Distributed</u> | <u>Surveys Returned</u> | <u>Response Rate</u> * | <u>Confidence Interval</u> ** |
|------------------------|--------------------------|----------------------------|-------------------------|------------------------|-------------------------------|
| Army: | | | | | |
| Survey Totals | 1,212,240 | 249,555 | 50,651 | 20.91% | ±0.43% |
| Active Duty | 517,725 | 78,222 | 17,598 | 22.50% | ±0.73% |
| Spouses of Active Duty | 167,662 | 55,368 | 7,275 | 13.14% | ±1.12% |
| Civilian Employees | 300,644 | 63,883 | 13,393 | 20.96% | ±0.83% |
| Retirees | 226,209 | 52,082 | 12,385 | 23.78% | ±0.86% |

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

MWR PROGRAMS & FACILITIES: HIGHEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

2005 LNS Army Results

MOST FREQUENTLY USED FACILITIES

| | <u>'05</u> | <u>'00</u> |
|--------------------------|------------|------------|
| <u>'96/98***</u> | | |
| Fitness Center/Gymnasium | 51% | 46% |
| 35% | | |
| Library | 37% | 31% |
| 35% | | |
| Bowling Food & Beverage | 34% | 24% |
| 27% | | |
| Bowling Center | 34% | 25% |

* ITR/Commercial Travel not in Top 5 Most Frequently used facility

in 2005 Wash was Top 5 in 2000 LNS. 33% 17%

21% Patron Group for 'Spouse of Active Duty' not included in 2000 survey. 24% 25% ITR/Commercial Travel *

27% ** Golf Course & Golf Course Pro Shop were combined in 2000 & 1996/1998 survey.

*** 71 Army installations surveyed in 1996 and 16 USAREUR installations surveyed in 1998. Satisfaction w/facilities not surveyed.

*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

Golf Course Pro Shop** 3.87

4.09 3.86

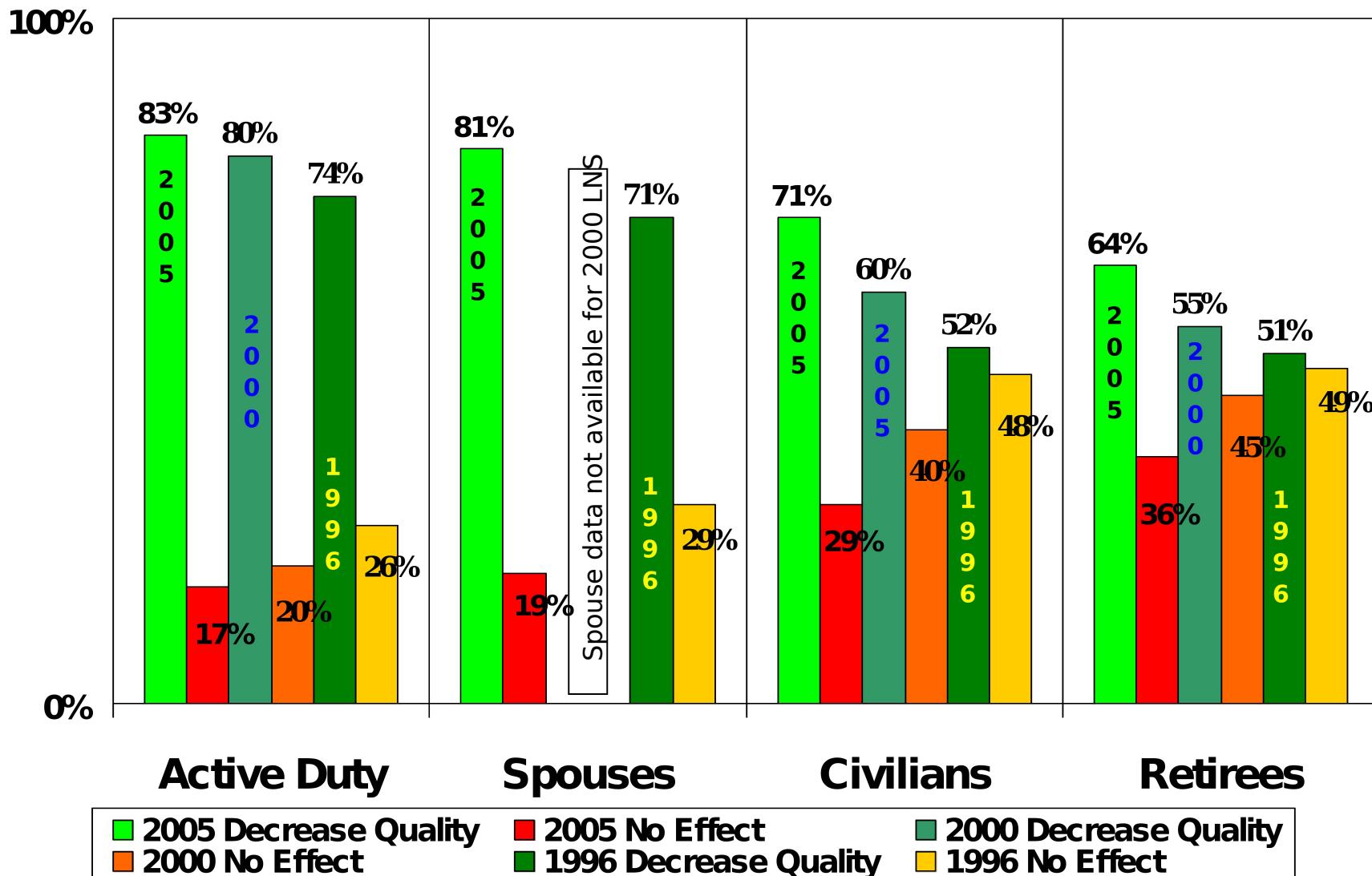
**Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

3.87

4.06 3.83

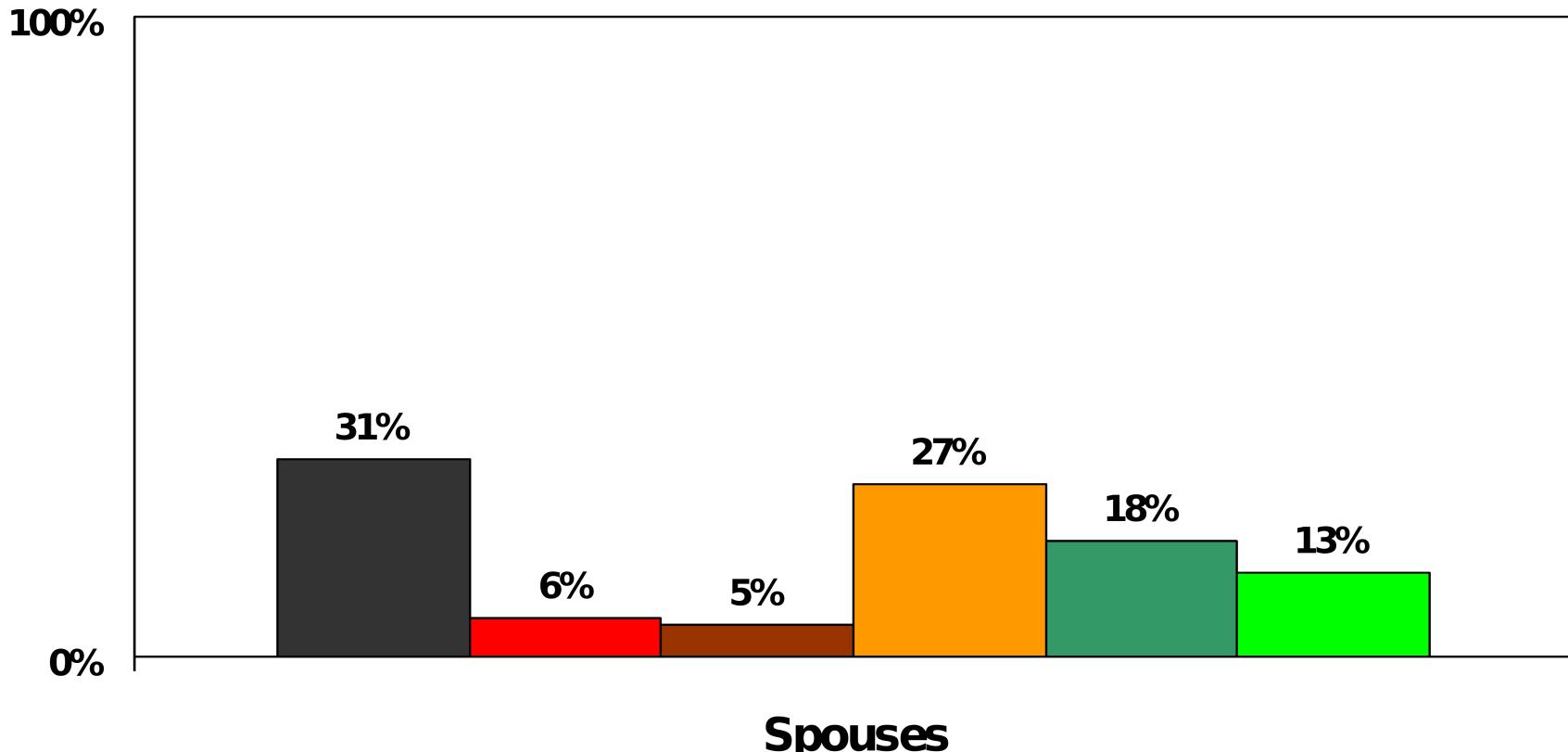
MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

2005 LNS Army Results



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

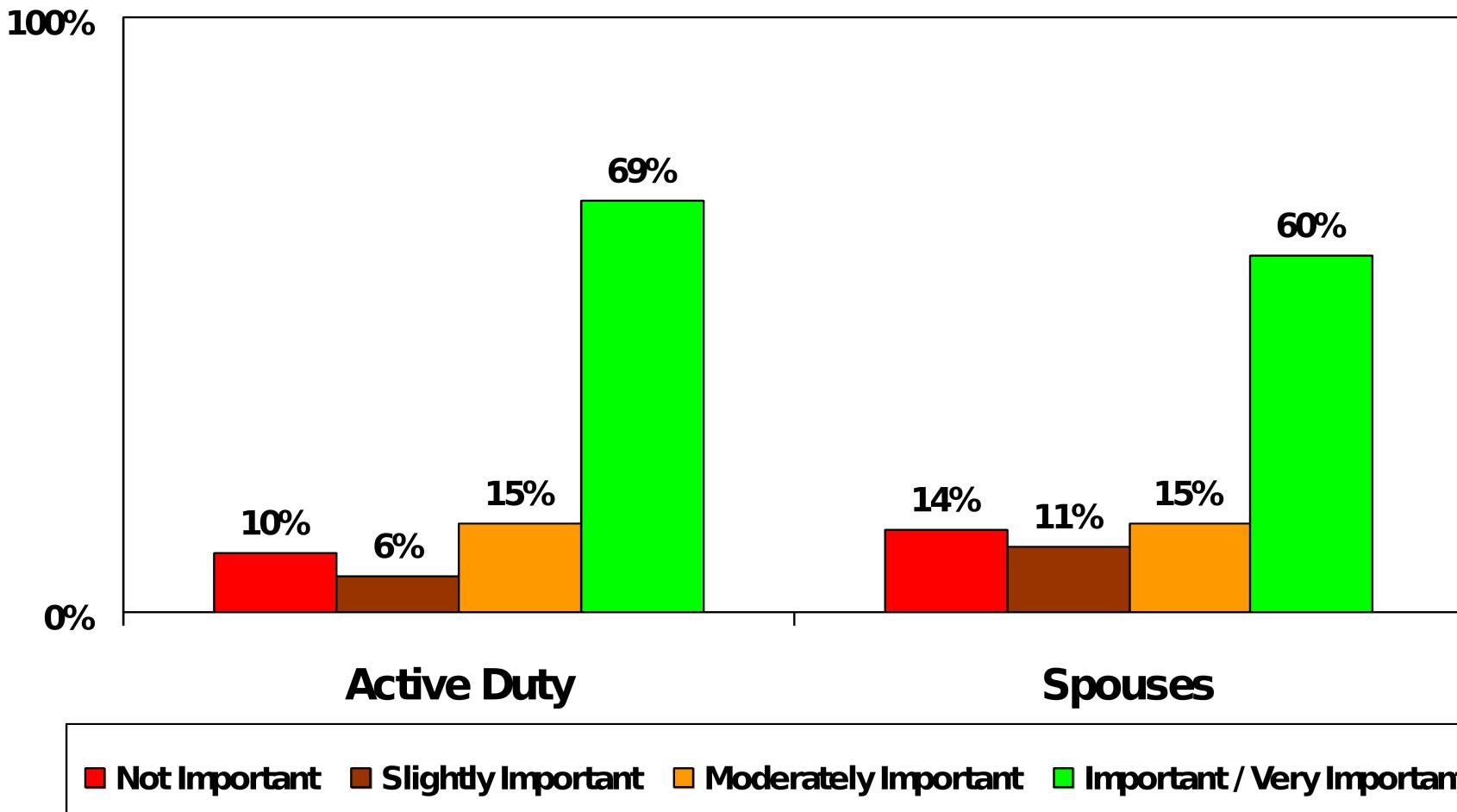
2005 LNS Army Results



■ Did Not Use ■ Much Less ■ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR PROGRAMS AND SERVICES DURING DEPLOYMENT

2005 LNS Army Results



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

2005 LNS Army Results

Top 7 Activities/Programs

| | '05 | '00 |
|-----------------------------------|-----|-----|
| '96/98 | | |
| Fitness Center/Gymnasium | 75% | 70% |
| 46% | | |
| Army Lodging | 67% | 61% |
| N/A | | |
| Library | 58% | 59% |
| 52% | | |
| Child Development Center | 53% | 53% |
| 38% | | |
| Youth Center | 47% | 48% |
| 39% | | |
| Swimming Pool | 43% | 41% |
| 30% | | |
| Golf Course, Pro Shop & Snack Bar | 41% | 46% |
| Athletic Fields | | |
| counted as 98% | | |
| variable in '96/98 survey | 36% | 43% |

*** Golf Course, Pro Shop & Snack Bar counted as one variable in '96/98 survey

** Golf Course & Pro Shop counted as one variable in '00 survey.

* Bowling Center, Pro Shop & Snack Bar counted as one variable in '96/98 survey.

Items in Blue were also important in the '96/98 survey.

This is a perception question regarding what programs are important for the Army to provide regardless of use. (ie. Retirees probably don't use the Child Development Center however they consider it important.)

**** Many of the programs that are considered least important are programs that subsidize some of the most important programs.

| | '05 | '00 |
|-----------------------------|-----|-------|
| '96/98 | | |
| Golf Course | 41% | 47%** |
| 36%*** | | |
| Arts & Crafts Center | 44% | 44% |
| 25% | | |
| Car Wash | 45% | 51% |
| N/A | | |
| Golf Course Food & Beverage | 46% | 51% |
| 36%*** | | |
| Bowling Pro Shop | 51% | 56% |
| 20%* | | |
| Golf Course Pro Shop | 55% | 47%** |
| 36%*** | | |
| RV Park | 68% | N/A |
| N/A | | |

Bottom 7 Activities/Programs****



Needs Assessment

* Excludes ACS

Survey of Army Families V (Spring 2005)

Importance

Use

Fitness Facilities 1 58 %

Library & Info Svcs 2 55 %

Child Dev Services 3 19 %

CYS Liaison, Education & Outreach 4 24 %

Swimming Pools 5 46 %

Sample Survey of Military Personnel (Spring 2005)

Importance

Use

Fitness Center 1 78 %

Gyms & Fields 2 69 %

Libraries 3 56 %

Child Dev Svcs 4 18 %

Auto Skills 5 37 %

Survey for Soldiers

Leisure Needs Survey (Spring 2005)

Importance

Use

Fitness Ctr/Gym 1 51 %

Library 2 37 %

Child Dev Ctr 3 9 %

Youth Center 4 9 %

Athletic Fields 5 25 %

Survey for Soldiers, Spouses, Retirees & Civilians



LNS & SAF V

Sources of Information

on MWR

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

2005 LNS Army Results

| WHERE DO YOU GET INFORMATION? | ACTIVE DUTY | SPOUSES | CIVILIANS | RETIREES | TOTAL |
|--------------------------------------|-------------|------------|------------|------------|------------|
| Internet | 19% | 16% | 24% | 11% | 19% |
| E-mail | 29% | 20% | 55% | 14% | 33% |
| Friends and neighbors | 32% | 40% | 28% | 26% | 31% |
| Family Readiness Groups (FRGs) | 11% | 23% | 3% | 2% | 10% |
| Bulletin boards on post | 39% | 28% | 35% | 24% | 34% |
| Post newspaper | 38% | 53% | 49% | 48% | 45% |
| MWR publications | 28% | 26% | 39% | 27% | 31% |
| Radio | 13% | 5% | 13% | 9% | 10% |
| Television | 14% | 8% | 11% | 8% | 11% |
| My child(ren) let(s) me know | 4% | 6% | 3% | 1% | 3% |
| Other unit members or co-workers | 30% | 14% | 28% | 10% | 24% |
| Unit or post commander or supervisor | 21% | 6% | 8% | 3% | 12% |
| Marquees/billboards | 17% | 19% | 21% | 15% | 18% |
| Flyers | 35% | 29% | 41% | 29% | 35% |
| Other | 7% | 10% | 6% | 12% | 8% |
| I never hear anything | 11% | 11% | 4% | 17% | 9% |

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION FOR SPOUSES*

2005 LNS Army Results

| WHERE DO YOU GET INFORMATION? | LNS 1996/98 | SAF IV 2001 | SAF V*** 2004 | LNS 2005 |
|--------------------------------------|----------------|----------------|------------------|-------------|
| Internet | n/a | 7 | 14 | 16 |
| E-mail | 3 | 7 | 16 | 20 |
| Friends and neighbors | 38 | 65 | 53 | 40 |
| Family Readiness Groups (FRGs) | n/a | 15 | 17 | 23 |
| Bulletin boards on post | 23 | 31 | 26 | 28 |
| Post newspaper | 45 | 58 | 51 | 53 |
| MWR publications | 13** | 18 | 18 | 26 |
| Television / Radio | 13.5 | 6 | 11 | 12 |
| My child(ren) let(s) me know | 6 | 10 | 13 | 6 |
| Other unit members or co-workers | 17 | n/a | n/a | 14 |
| Unit or post commander or supervisor | 7 | 8 | 7 | 6 |
| Marquees/billboards | 11 | 14 | 12 | 19 |
| Flyers | 23 | 26 | 21 | 29 |
| Other | n/a | 10 | 10 | 10 |
| I never hear anything | 18 | n/a | n/a | 11 |
| Welcome Packets | n/a | 19 | 12 | n/a |

*Spouses of Active Duty Soldiers (E1-E4, E5-E6, E7-E9, O1-O3, O4-O6, Warrant)

**MWR Newsletter in 1996/98 LNS.

***Spouse of Active Duty Soldiers "Not Deployed"

The Top 5 sources of MWR information are shaded for SAF IV & V and 1996/98 & 2005 LNS datasets.

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION FOR ACTIVE DUTY SOLDIERS*

2005 LNS Army Results

| WHERE DO YOU GET INFORMATION? | LNS 1996/98 | LNS 2000 | LNS 2005 |
|--------------------------------------|----------------|-------------|-------------|
| Internet | n/a | 3 | 19 |
| E-mail | 6 | 18 | 29 |
| Friends and neighbors | 39 | 41 | 32 |
| Family Readiness Groups (FRGs) | n/a | n/a | 11 |
| Bulletin boards on post | 35 | 45 | 39 |
| Post newspaper | 34 | 42 | 38 |
| MWR publications | 9** | 22 | 28 |
| Radio | 16 | 13 | 13 |
| Television | 11 | 15 | 14 |
| My child(ren) let(s) me know | 3 | 5 | 4 |
| Other unit members or co-workers | 29 | 32 | 30 |
| Unit or post commander or supervisor | 11 | 19 | 21 |
| Marquees/billboards | 11 | 17 | 17 |
| Flyers | 27 | 36 | 35 |
| Other | n/a | 5 | 7 |
| I never hear anything | 14 | 12 | 11 |

*Active Duty Soldiers (E1-E4, E5-E6, E7-E9, O1-O3, O4-O6, Warrant)

**MWR Newsletter in 1996/98 LNS.

The Top 5 sources of MWR information are shaded for 1996/98, 2000 and 2005 LNS datasets.



Future Research

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

2005 LNS Army Results

| Current Plans About Making the Military Your Career | ACTIVE DUTY |
|---|-------------|
| Definitely will make military a career | 38% |
| Probably will make military a career | 16% |
| Undecided | 22% |
| Probably will not make military a career | 9% |
| Definitely will not make military a career | 15% |

| Do You Want Your Spouse to Make the Military His/Her Career? | SPOUSES OF ACTIVE DUTY |
|--|------------------------|
| Yes | 70% |
| Not Sure | 19% |
| No | 10% |

2004/2005 SURVEY OF ARMY FAMILIES SURVEY RESULTS (SAF V): SPOUSES OF ACTIVE DUTY

| At the present time, what would <u>you</u> like your spouse's Army career plans to be? | DEPLOYED | DEPLOYED & RETURNED | NOT DEPLOYED | AGGREGATE TOTAL |
|--|----------|---------------------|--------------|-----------------|
| To stay in the Army until retirement | 57.7% | 60.2% | 69.2% | 65.6% |
| To stay in the Army beyond his/her present obligation, but not necessarily to retirement | 14.3% | 14.2% | 12.2% | 12.9% |
| To leave the Army <u>upon completion</u> of his/her present obligation | 23.9% | 21.0% | 15.4% | 17.9% |
| To leave the Army <u>before completion</u> of his/her present obligation | 4.2% | 4.0% | 3.2% | 3.5% |

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

2005 LNS Army Results

| MWR PROGRAM/SERVICE | ACTIVE DUTY | SPOUSES OF ACTIVE DUTY |
|---|-------------|------------------------|
| Army Child and Youth Services <small>(Respondents who answered having children <18 yrs old living in home or periodically residing (e.g., weekends, summer vacation))</small> | 83% | 85% |
| MWR Programs and Services | 77% | 83% |
| Army Community Service | 56% | 57% |
| Better Opportunities for Single Soldiers <small>(Response limited to Active Duty Single Soldiers)</small> | 52% | N/A |

* Positive = moderate, great or very great extent



Further Analyses

Additional data mining underway to better inform program, marketing, strategic planning decision making include:

- Focus groups to better understand SAF V findings on FRGs
- In-depth analyses of SAF V data on FRGs
- In-depth analyses of SAF, LNS and SSMP MWR Program data to better understand/establish by demographic breakout:
 - Profiles of MWR users
 - Perceived importance of MWR programs
 - Sources of information used to obtain information about MWR programs/activities
 - MWR program links to Soldier and family readiness, retention, organizational commitment.

- Update of report on *What We Know about Army Families* (late calendar Q6, early Q7)



MWR

Research

WEBSITE



MWR Research Results are available at:

<http://www.Research.armyMWR.org>

or

http://www.armymwr.org/home>Show_file.asp?fileID=523